CERTIFICATE OF EFS FILING UNDER 37 CFR §1.8

I hereby certify that this correspondence is being electronically transmitted to the United States Patent and Trademark Office, Commissioner for Patents, via the EFS pursuant to 37 CFR §1.8 on the below date:

Date: March 31, 2008 Name: John G. Rauch - Reg. No. 97,218 Signature: (John G. Rauch)

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Appln. No.:	09/778,666	Examiner:	Donald Champagn
Filed:	February 6, 2001	Art Unit:	3622
For:	SYSTEM AND METHOD FOR MANAGING ADVERTISING INVENTORY TO MAXIMIZE ADVERTISING REVENUE	Conf. No.:	4361
Docket No:	12729-78		
	TRANSMITTAL		
P. O. Box 1450			
Sir:			
Attached is/are:			
	orrespondence Address Form (1pg); Statement under 37 C	FR 3.73(b) Fo	rm (1pg); Assignment of
	Appin. No.: Filed: For: Docket No: Commissioner for F. O. Box 1450 Alexandria, VA 223 Sir: Attached is/are:	Filed: February 6, 2001 For: SYSTEM AND METHOD FOR MANAGING ADVERTISING INVENTORY TO MAXIMIZE ADVERTISING REVENUE Docket No: 12729-78 TRANSMITTAL Commissioner for Patents P. O. 80x 1450 Alexandria, VA 22313-1450 Sir: Attached is/are:	Appin. No.: 09/778,666 Filed: February 6, 2001 For: SYSTEM AND METHOD FOR MANAGING ADVERTISING INVENTORY TO MAXIMIZE Docket No: 12729-78 TRANSMITTAL Commissioner for Patents P. O. Box 1450 Sir: Attunit: Conf. No.: Art Unit: Conf. No.: Art Unit: Conf. No.: Art Unit: Conf. No.: Art Attunit: Conf. No.: Art Attached is/are:

	Patent Application by inventor (2 pgs); and	Power of Attorney (1pg).	
Fee c	alculation:		
XI.	No additional fee is required.		

Small Entity. An extension fee in an amount of \$_____ for a _____-month extension of time under 37 CFR § 1.136(a).

A petition or processing fee in an amount of \$____under 37 CFR § 1.17(____),

An additional filing fee has been calculated as shown below:

					Sma	II Entity		Not a S	mall Entity
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	OR	Rate	Add'l Fee
Total		Minus	1		x \$25=			x \$50=	
Indep.	1,	Minus	40	- 1	x 105=			x \$210=	
First Pre	sentation of Multiple De	p. Claim			+\$185=			+ \$370=	
					Total	2	-	Total	\$.

Total		Minus			x \$25=			x \$50=	
Indep.		Minus	44 27		x 105=			x \$210=	
First Pres	sentation of Multiple De	p. Claim		3	+\$185=			+ \$370=	
					Total	\$	-	Total	\$
Fee pay	ment:								
	lanca sharan Danasi	+ ^	mt No. 00 1005 in all	o amount	-1 C	£			

	Payment by credit card in the amount of \$ (Form PTO-2038 is attached).
X	The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any
	extension fee required to ensure that this paper is timely filled), or to credit any overpayment, to Deposit Account No. 23-1925.

Account No. 23-1925.	
× -	Respectfully submitted,
March 31, 2008	/John G. Rauch/
Date	John G. Rauch (Reg. No. 37,218)